

## SYSTEM AND METHOD FOR DYNAMIC CONTENT ACTIVATION

5

### ABSTRACT

A method and system that enable content subscribers to dynamically activate content and content publishing resources that are distributed on a network. A content request from the content subscriber will engage a content locator in determining an appropriate content publisher to activate the content. Once the appropriate content publisher is found, the content publisher activates the content by presenting appropriate content publishing resources. Optionally, two or more content publishers cooperate together to activate the requested content. Licenses to the content and content publishing resources are monitored to ensure that content publishers are compensated. System components, such as content subscribers, content locators, content publishers, are auto-configured during initial registration and dynamically updated if configuration parameters change. Optionally, a performance driver changes various configuration parameters of system components to ensure a desired performance during content activation.

20